

# KBKG

# Brand Guidelines

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For any questions regarding the contents of this document please contact [info@kbg.com](mailto:info@kbg.com).

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# About KBKG

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Established in 1999 with offices across the US, KBKG provides turn-key tax solutions to CPAs and businesses. By focusing exclusively on value-added tax services that complement your traditional tax and accounting team, we always deliver quantifiable benefits to clients. Our firm provides access to our knowledge base and experienced industry leaders. We help determine which tax programs benefit clients and stay committed to handling each relationship with care and diligence. Our ability to work seamlessly with your team is the reason so many tax professionals and businesses across the nation trust KBKG.

Here are the  
design guidelines  
for KBKG.

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Follow these  
guidelines  
carefully to ensure  
brand continuity.

# 01 Logo

Final Logo - with tagline



Final Logo - without tagline



Final Logo - horizontal



# 02 Usage

## LOGO WITH TAGLINE

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Which logo where

A. Full Logo | Print quality full-color KBKG logo B. Black outline | High quality 1-color print logo, giveaway items C. Grayscale | Grayscale for black and white prints. ex envelopes D. Digital | Logo created with a .PNG or .JPEG file format for web uploads, not print quality.

A



B



C



D



# 03 Usage

## LOGO WITHOUT TAGLINE

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Which logo where

A. Full Logo | Print quality full-color KBKG logo B. Black outline | High quality 1-color print logo, giveaway items C. Grayscale | Grayscale for black and white prints. ex envelopes D. Digital | Logo created with a .PNG or .JPEG file format for web uploads, not print quality.

A



B



C



D



# 04 Usage

## HORIZONTAL LOGO

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Which logo where

A. Full Logo | Print quality full-color KBKG logo B. Black outline | High quality 1-color print logo, giveaway items C. Grayscale | Grayscale for black and white prints. ex envelopes D. Digital | Logo created with a .PNG or .JPEG file format for web uploads, not print quality.

A



B



C



D





# 05 Colors

## LOGO WITH TAGLINE

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Logo color placement

A. Burgandy | full-color logo B. Gray | Used on envelopes  
C. Black | Used for 1-color prints with light background D. White |  
Used for giveaways



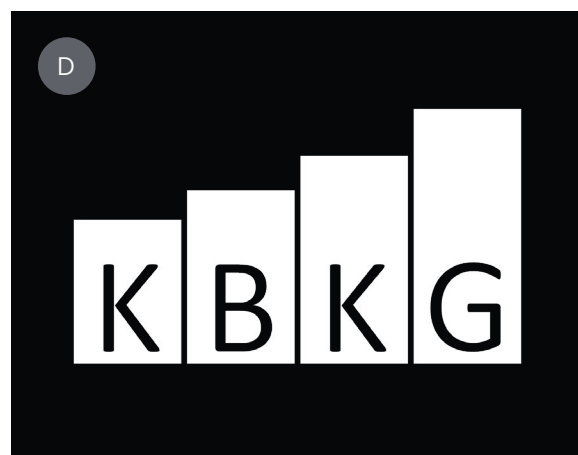
# 06 Colors

## LOGO WITHOUT TAGLINE

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Logo color placement

A. Burgandy | full-color logo B. Gray | Used on envelopes  
C. Black | Used for 1-color prints with light background D. White |  
Used for giveaways



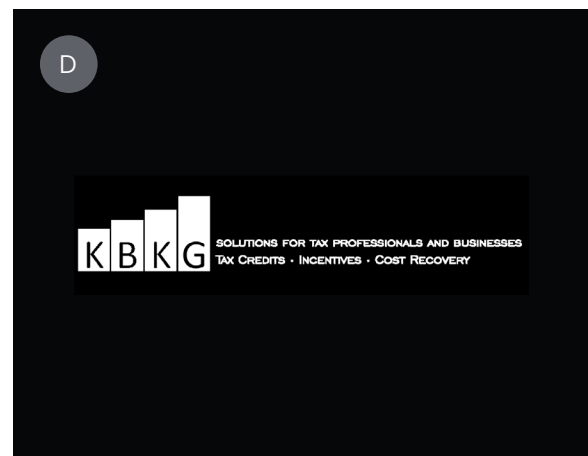
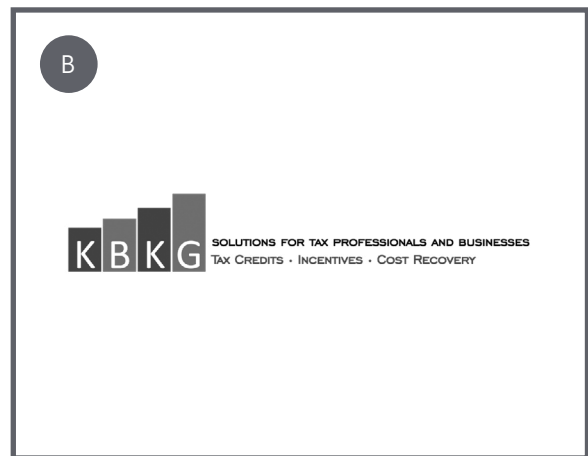
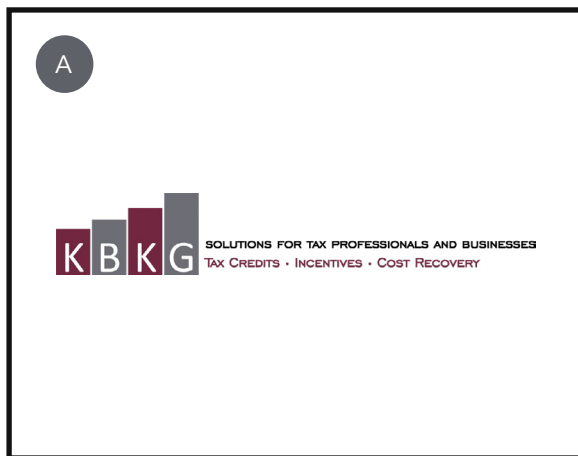
# 07 Colors

## HORIZONTAL LOGO

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Logo color placement

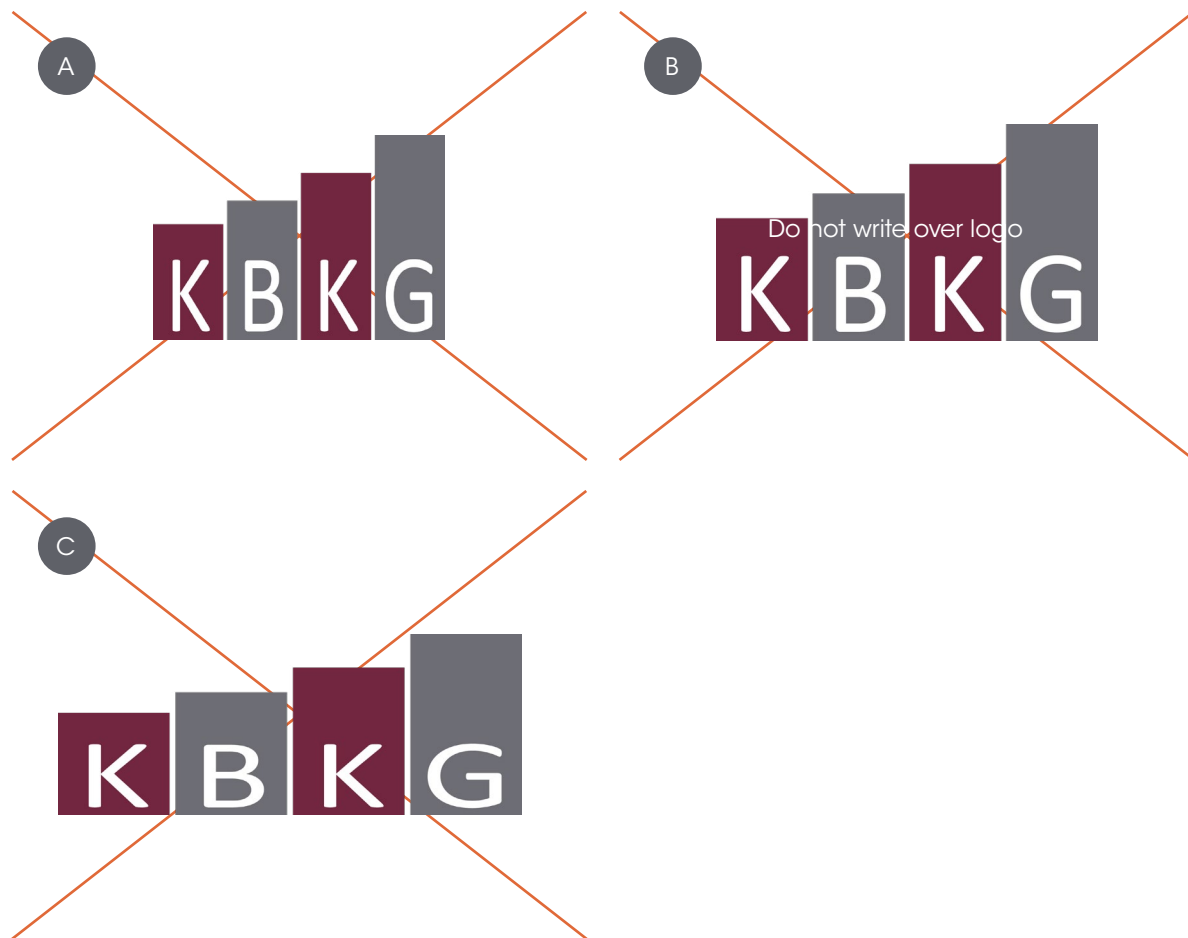
A. Burgandy | full-color logo B. Gray | Used on envelopes  
C. Black | Used for 1-color prints with light background D. White |  
Used for giveaways



# 08 Errors

Ensure not to do the following

A. Stretch | Example of stretched logo B. Write over | Do not write over the logo with text. C. Distort | Example of distorted logo.



# 09 Fonts

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Calibri Regular - Logo font

**KBKG**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ENGRAVERS GOTHIC BT - TAGLINE

SOLUTIONS FOR TAX PROFESSIONALS AND BUSINESSES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

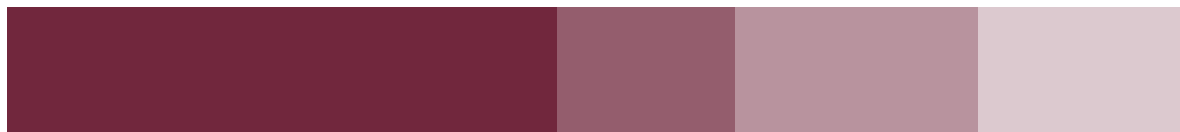
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

# 10 Palette

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Burgandy: C39 M90 Y57 K38 / Pantone 209c / Web #72273E / R114 G39 B62



Light Gray: C64 M54 Y47 K21 / Pantone PMS 7540 / Web #5F6168 /  
R95 G97 B104



Black: C00 M00 Y00 K100 / Web #000000 / R18 G18 B18



# 11 Type

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## Header

**Calibri**  
**Bold, 26pt**

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## Sub-Header

Calibri  
18pt / 30pt leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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BC (Body Copy for KBKG proposals and documents)

Calibri  
**Bold & Regular**  
11pt

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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BC (Header/Footer Copy for KBKG proposals and documents)

Calibri  
Regular  
9pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# 12 Print

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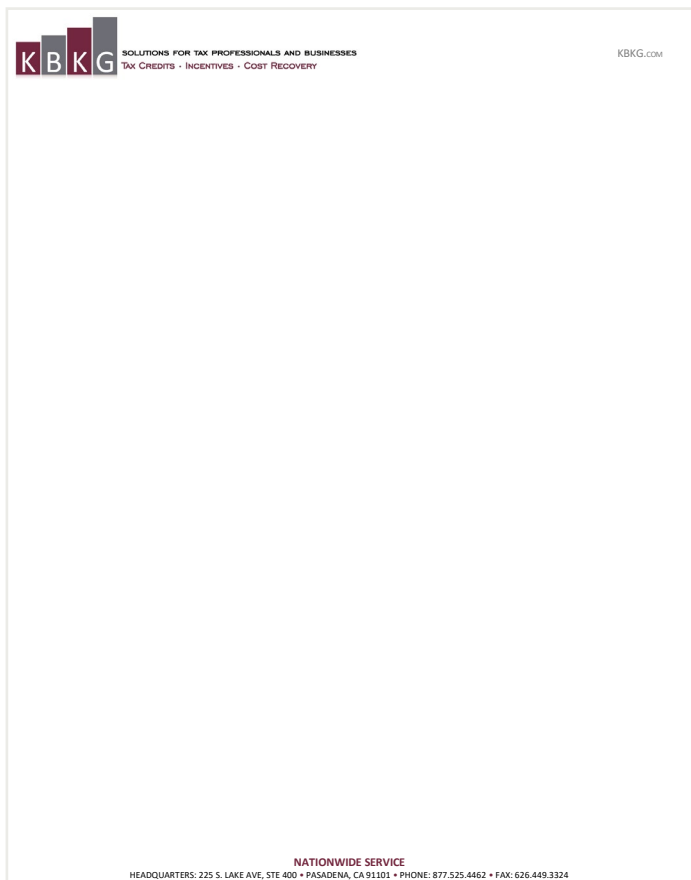
## Stationery - Letterhead - Top

The KBKG letterhead example is below:

KBKG Logo: 2" wide, left aligned to margin (in line with text).

Margin of document: 1" all around

Body text: Calibri, font size 11



**Header Standard & Font:**

Calibri (Body), size 9, 0.5"  
header from top

**Footer Standard & Font:**

Calibri (Body), size 9, 0.3" footer  
from bottom



## Stationery - Letterhead - Side

Side version of KBKG letterhead:

KBKG Logo: 2" wide, left aligned to margin (in line with text).

Margin of document: 1" all around

Body text: Calibri, font size 11



# 13 Print

Stationery - KBKG Big Opportunities Proposal

KBKG Proposal cover sheet below.

Logo size - 2" width, upper right corner

Website - center right

Footer - Calibri, font size 9, 0.3" from bottom



# 14 Print

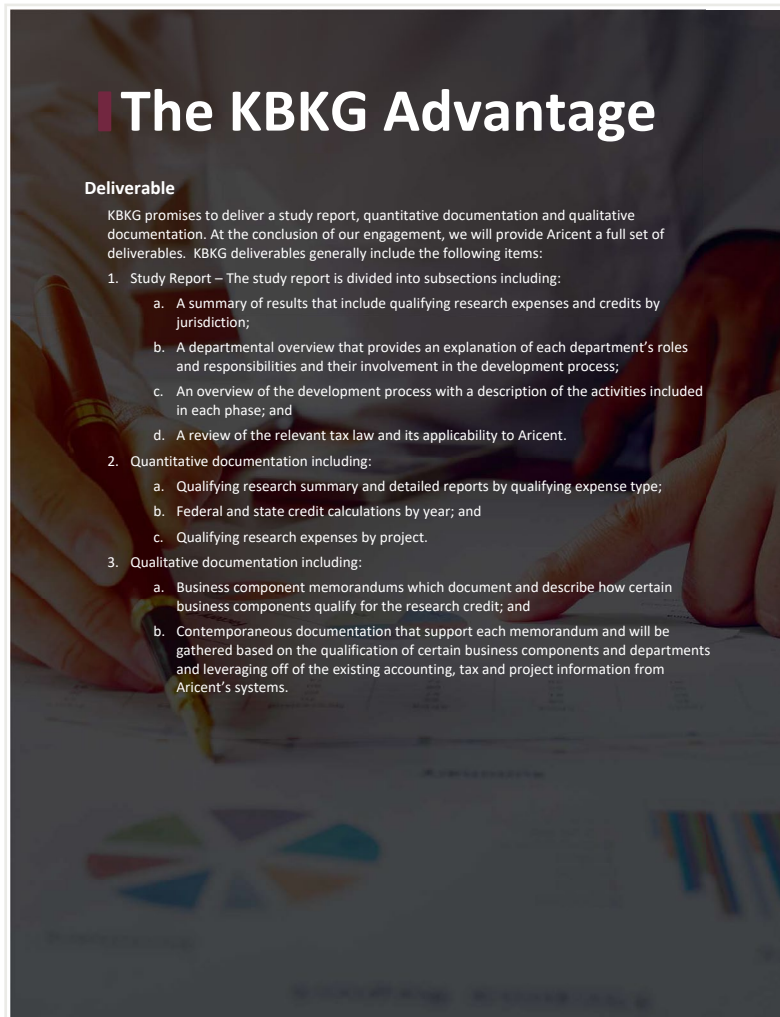
Stationery - KBKG Big Opportunities Proposal

KBKG Proposal cover sheet below.

Logo size - 2" width, upper left corner

Website - upper right corner

Footer - Calibri, font size 9, 0.3" from bottom



# 15 Print

All cards have Full Name, Email, Direct info  
Some departments include title.

## Business Card

